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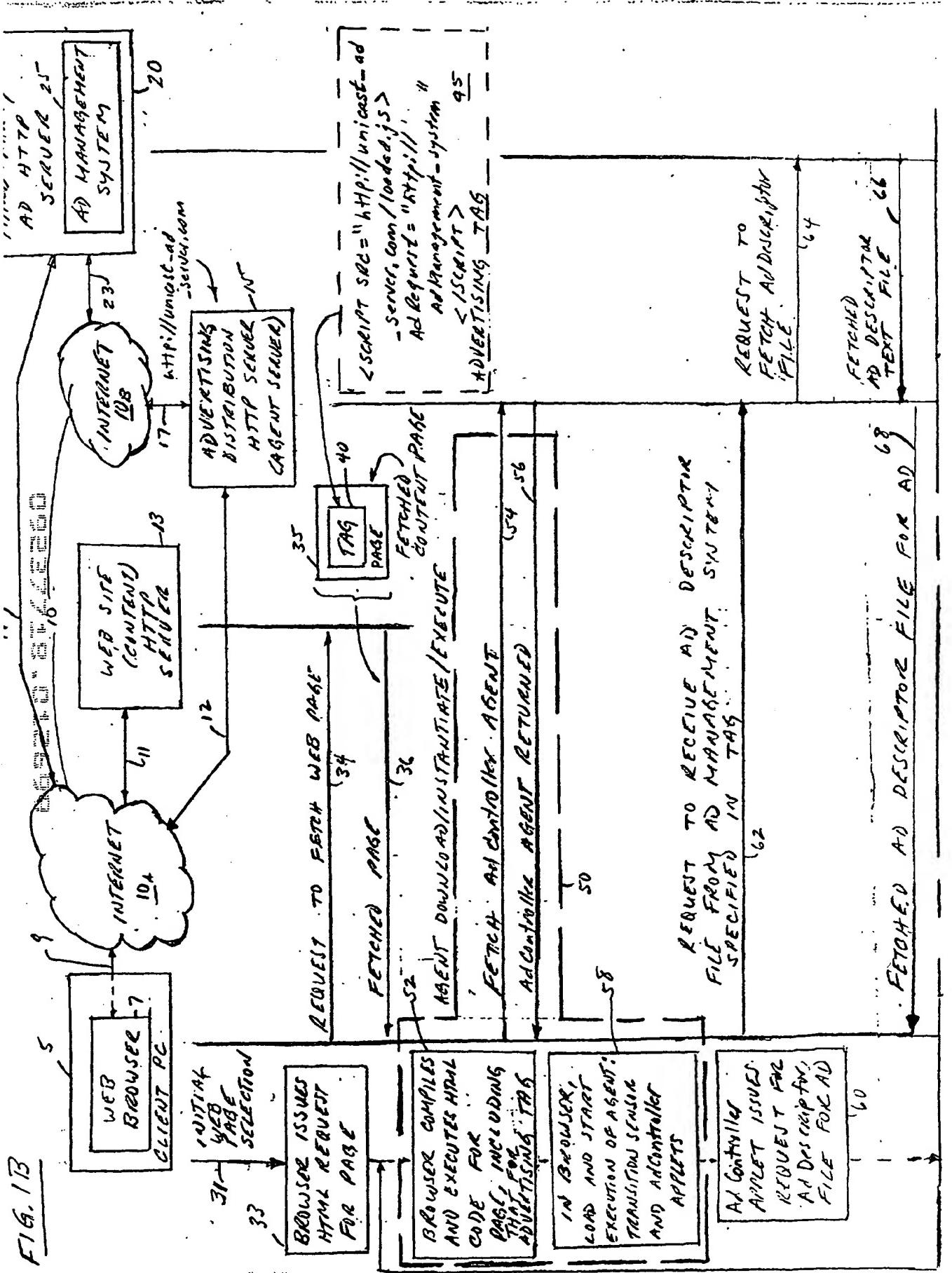
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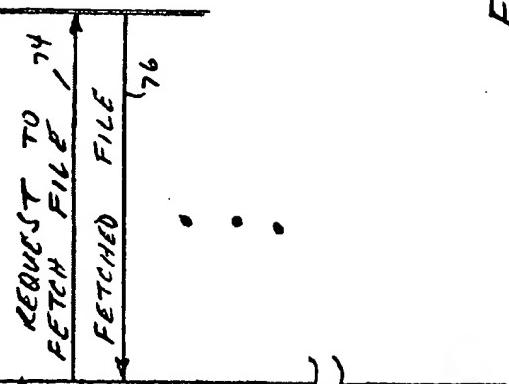
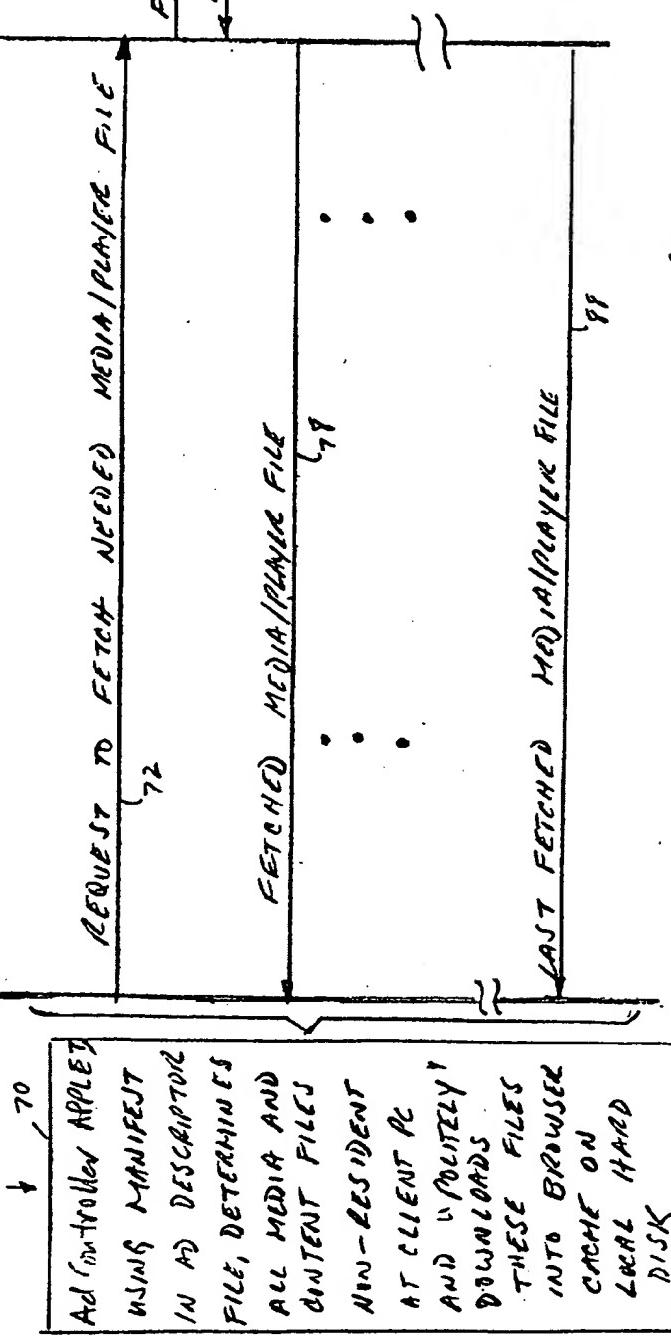
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- FADED TEXT
- ILLEGIBLE TEXT
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- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

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Fig. 1B





90
TRANSITION SENSOR APPLET MONITORS WERE CLICKED AND
AFTER ALL MEDIAL PLAYBACK FILES HAVE BEEN DOWNLOADED
TO BROWSER DISK CACHE, TRANSITION SERVICE APPLET
INITIATES INTERSTITIAL PLAY OF ADVERTISEMENTS
FROM BROWSER DISK CACHE IN RESPONSE TO
USER INITIATED EVENT (e.g. MOUSE CLICK) TO
TRANSITION TO NEXT SUCCESSIVE WEB PAGE; A
BROWSER ISSUES HTTP REQUEST TO DOWNLOAD
NEXT SUCCESSIVE WEB PAGE

TRANSITION SENSOR APPLET MONITORS USER CLICK-STREAM;
AFTER ALL MEDIA/PLAYER FILES HAVE BEEN DOWNLOADED
TO BROWSER DISK CACHE, TRANSITION SERVICE APPLET
INITIATES INTERSTITIAL PLAY OF ADVERTISEMENT
FROM BROWSER DISK CACHE IN RESPONSE TO
USER INITIATED EVENT (e.g. MOUSE CLICK) TO
TRANSITION TO NEXT SUCCESSIVE WEB PAGE; AND
BROWSER ISSUES HTML REQUEST TO DOWNLOAD
NEXT SUCCESSIVE WEB PAGE

1

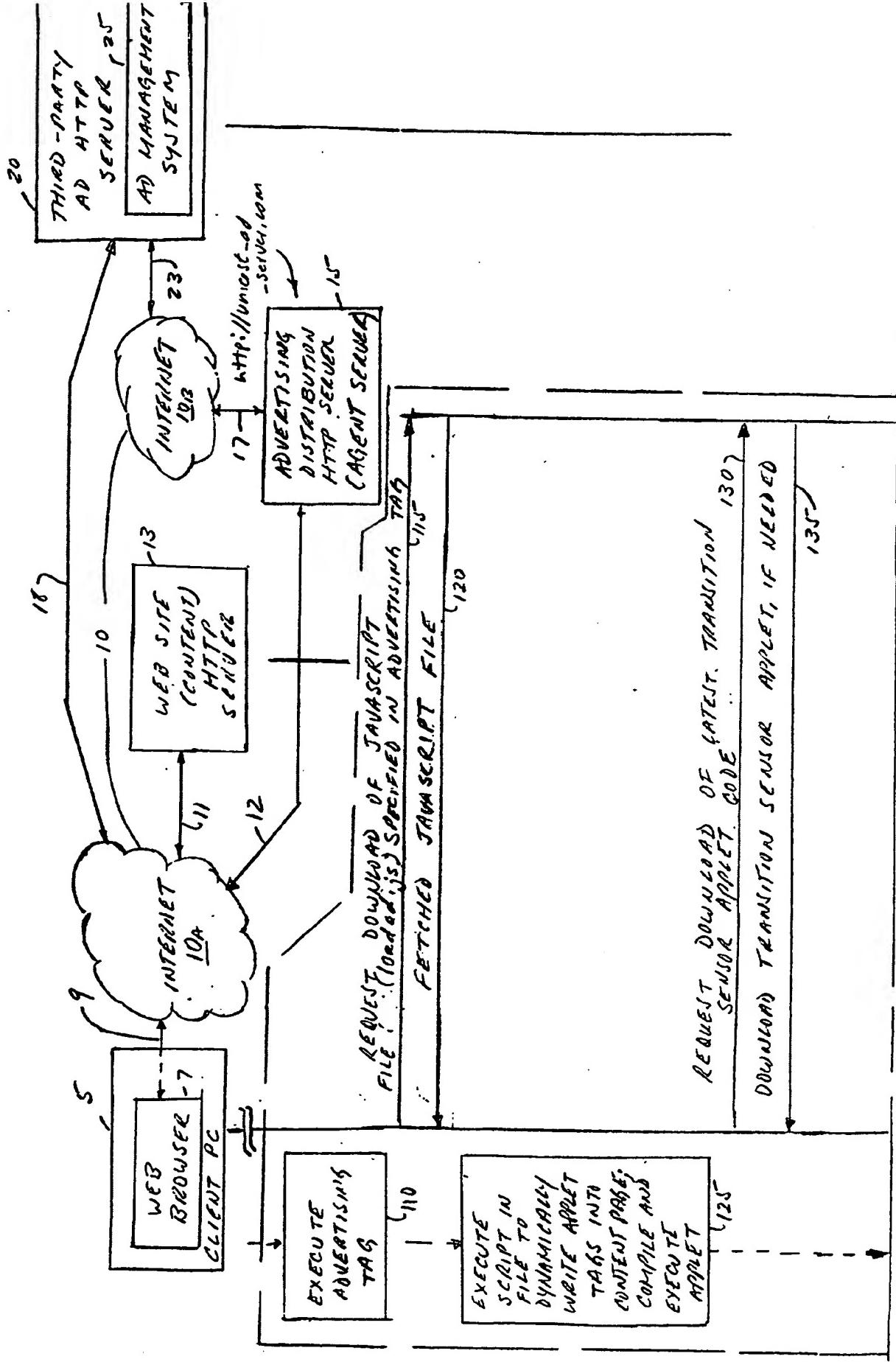
AFTER ALL MEDIA/PLAYER FILES HAVE BEEN DOWNLOADED TO BROWSER DISK CACHE, TRANSITION SENIOR APPLET INITIATES INTERSTITIAL PLAY OF ADVERTISEMENT FROM BROWSER DISK CACHE IN RESPONSE TO USER INITIATED EVENT (E.G. MOUSE CLICK) TO TRANSITION TO NEXT SUCCESSIVE WEB PAGE; AND BROWSER ISSUES HTML REQUEST TO DOWNLOAD NEXT SUCCESSIVE WEB PAGE.

FIG. 1B
FIG. 1C

FIG. 1A

FIG. 1 E

GOALS OF THE WEB



APPLET
INSTANTIATES
AND STARTS.
TRANSITION
SENSOR APPLET
INSTANTIATES
APPLET
REGISTRY AND
LOADS
AD CONTROLLER
APPLET

140

REQUEST DOWNLOAD OF LATEST AD CONTROLLER
APPLET, IF NEEDED

TRANSITION
SENSOR APPLET
INSTANTIATES
AND STARTS
AD CONTROLLER
APPLET,
CREATE
ENTRIES IN
APPLET
REGISTRY

160

DOWNLOAD AD CONTROLLER APPLET, IF NEEDED

AGENT

DOWNLOAD/INstantiate/execute

FIG. 1D

FIG. 1E

FIG. 1F

-50

REFERRING CONTENT PAGE

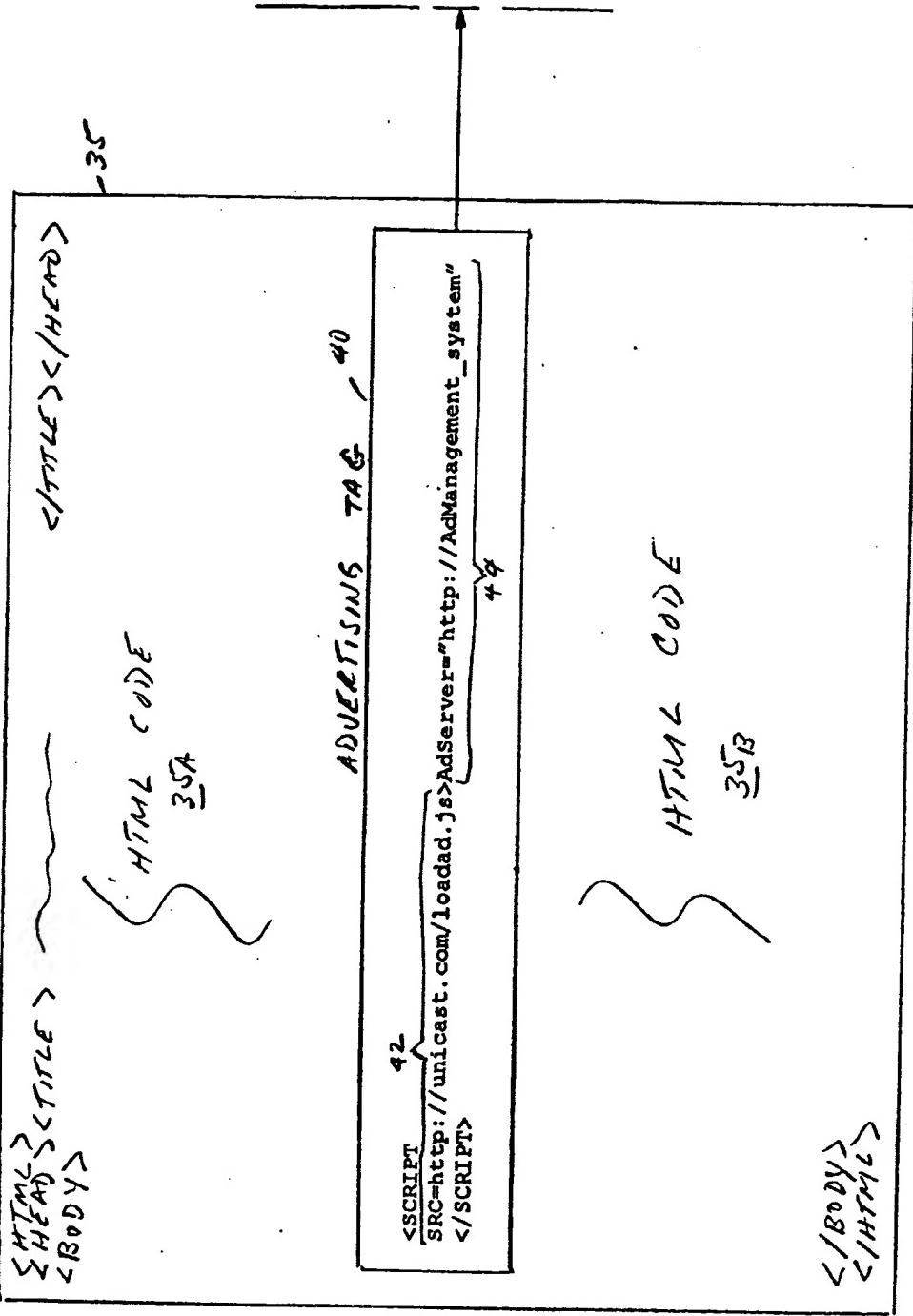


FIG. 2

FIG. 2A	FIG. 2B
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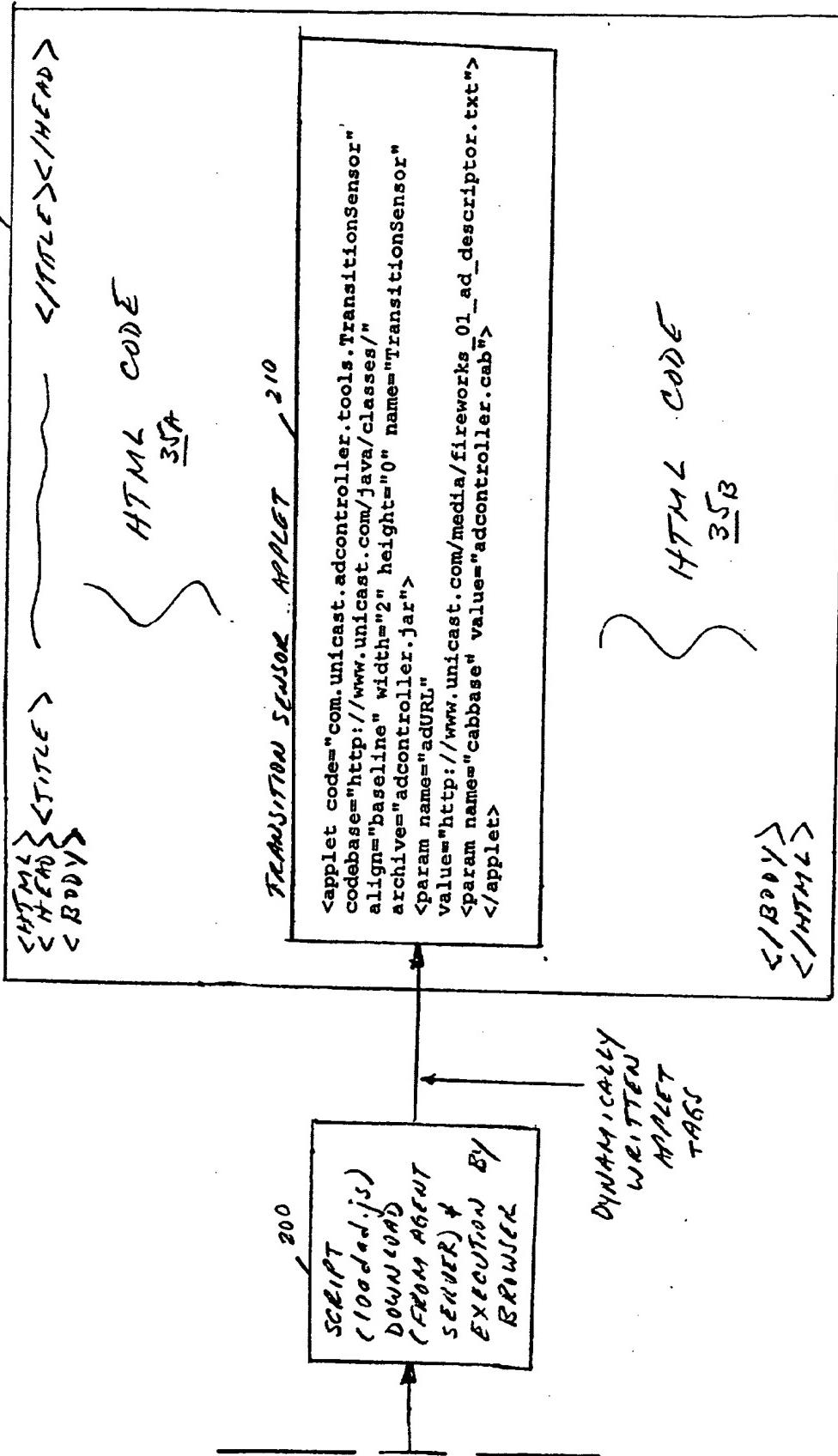


FIG. 28

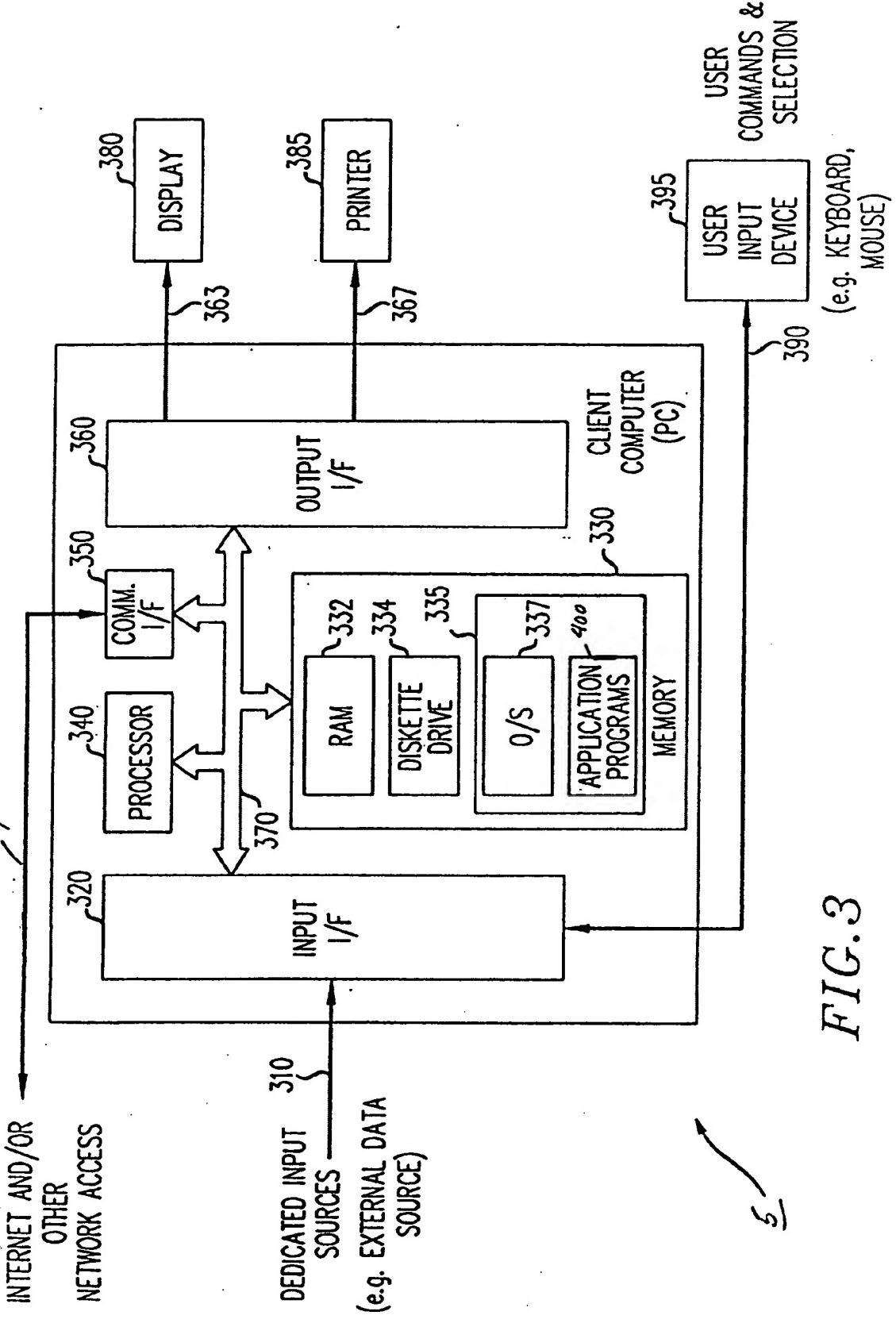


FIG. 3

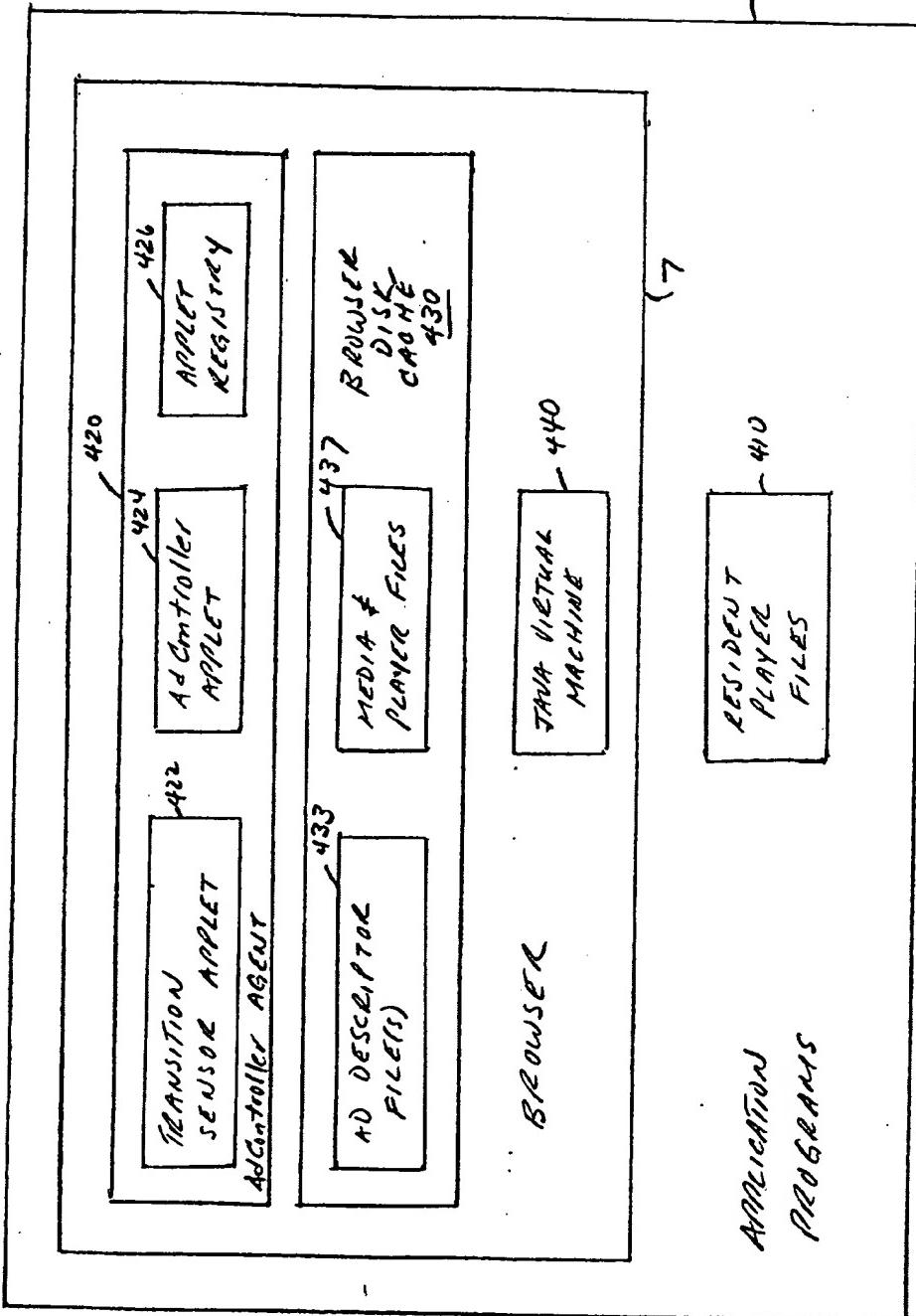


FIG. 4

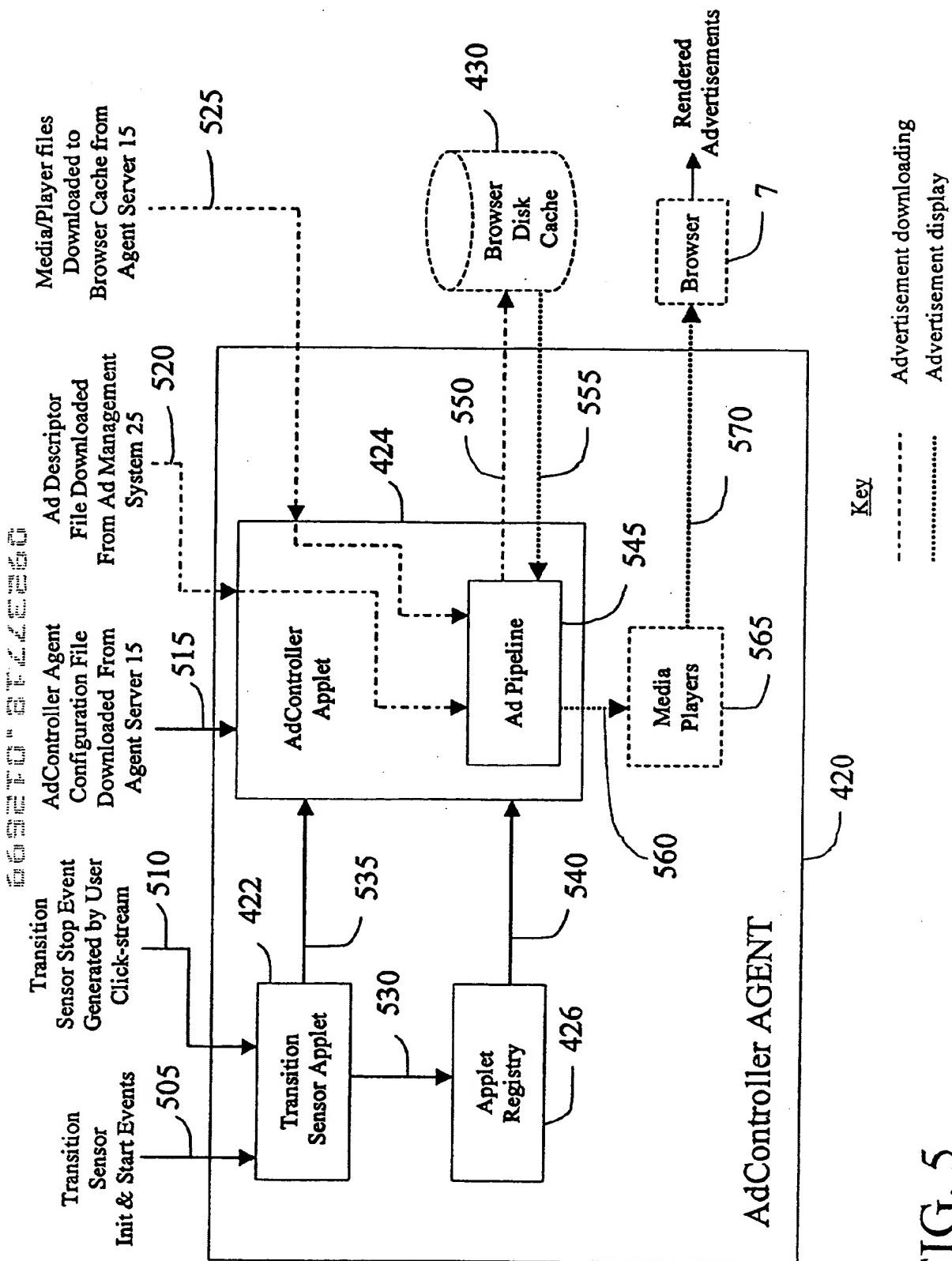


FIG. 5

FIG. 6A

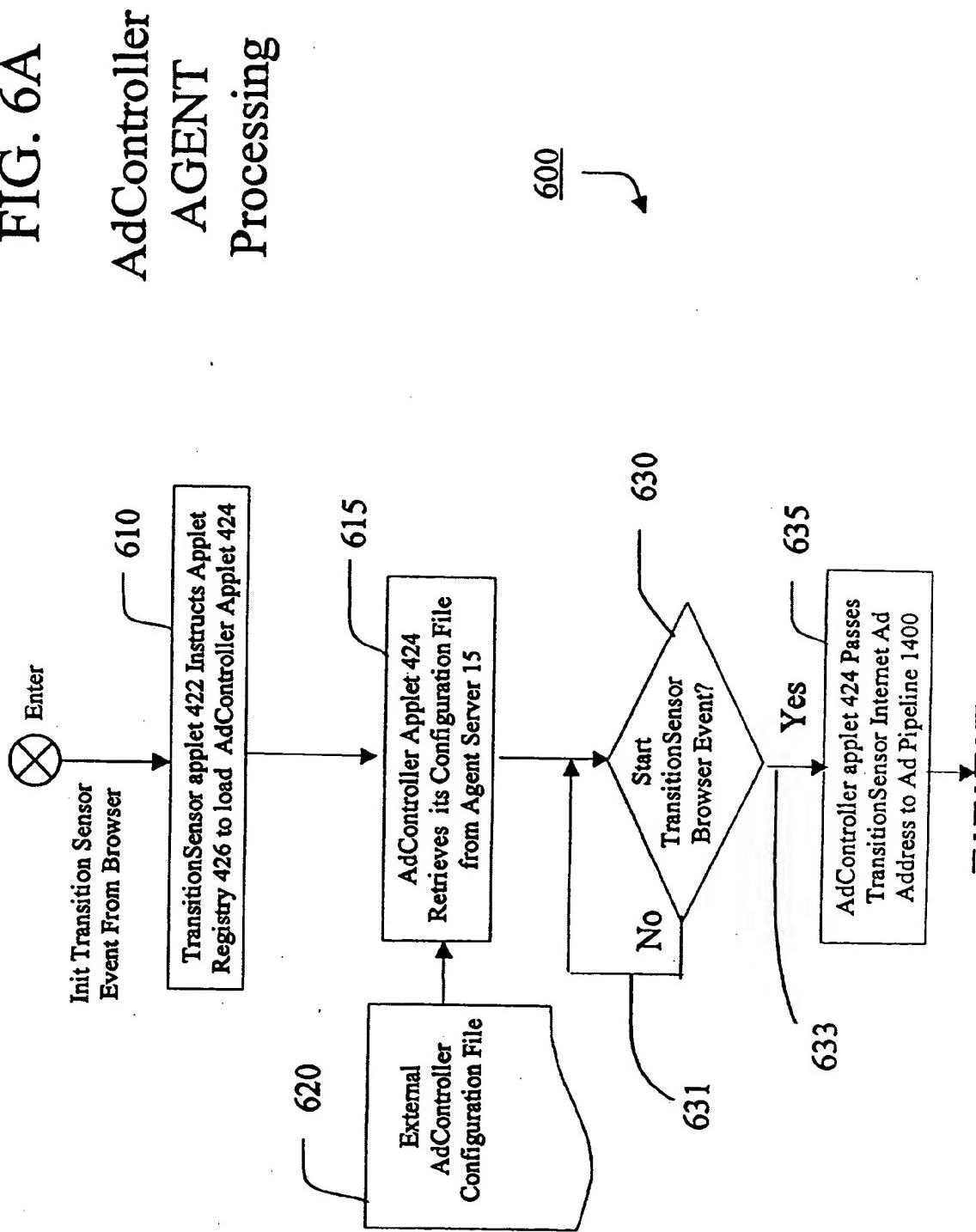


FIG. 6B

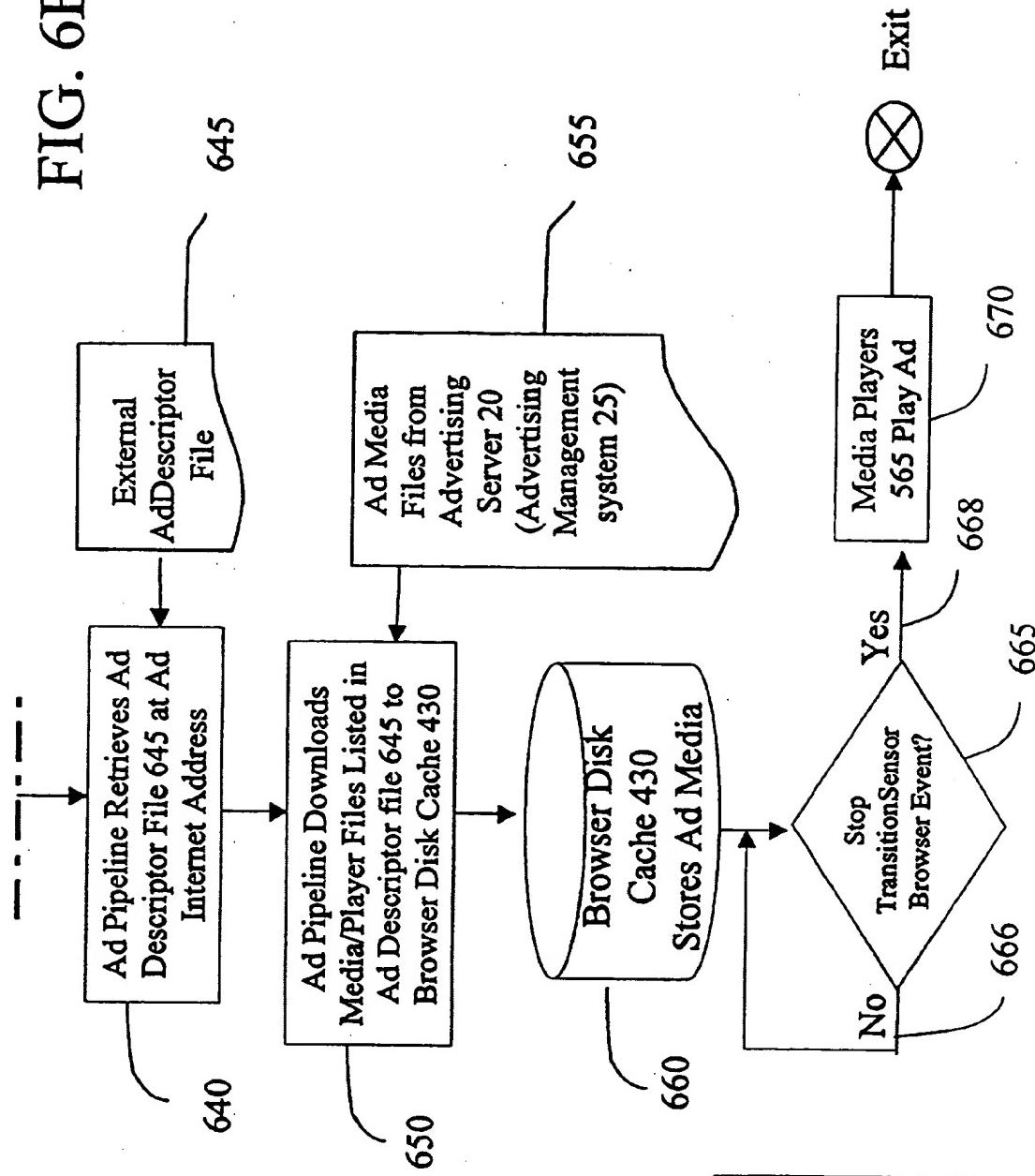


FIG. 6A

FIG. 6B

FIG. 6

FIG. 7

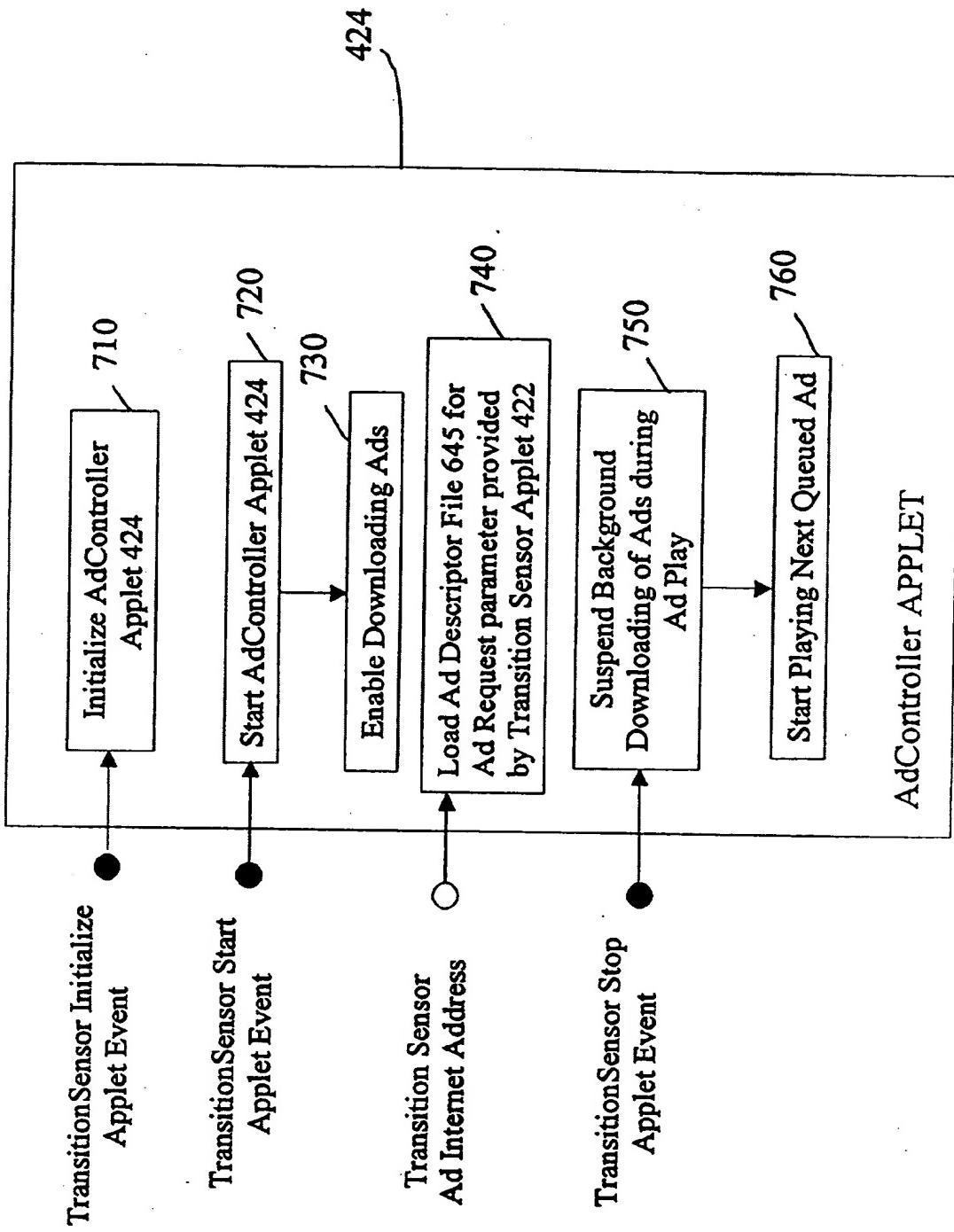


FIG. 8

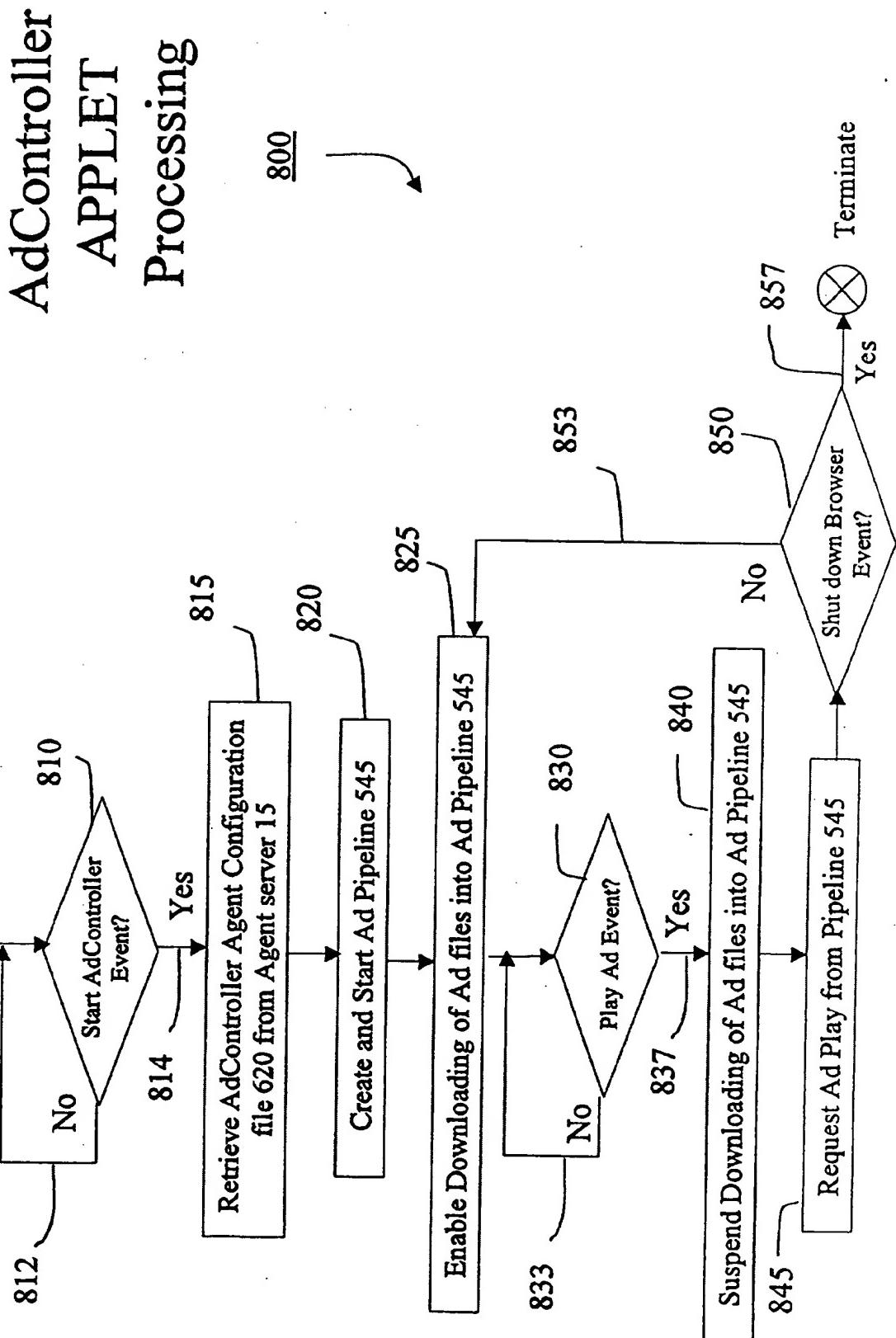
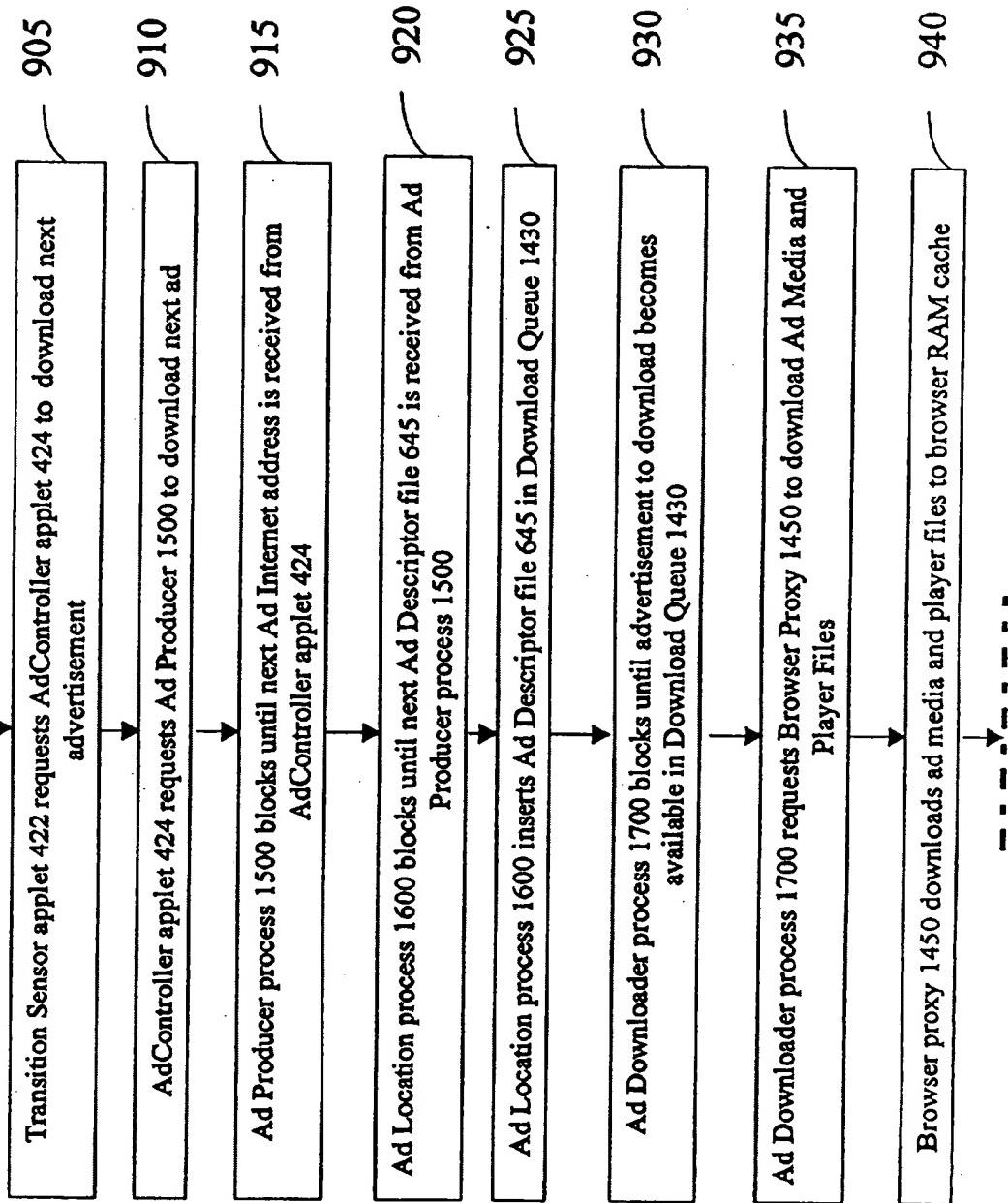


FIG. 9A



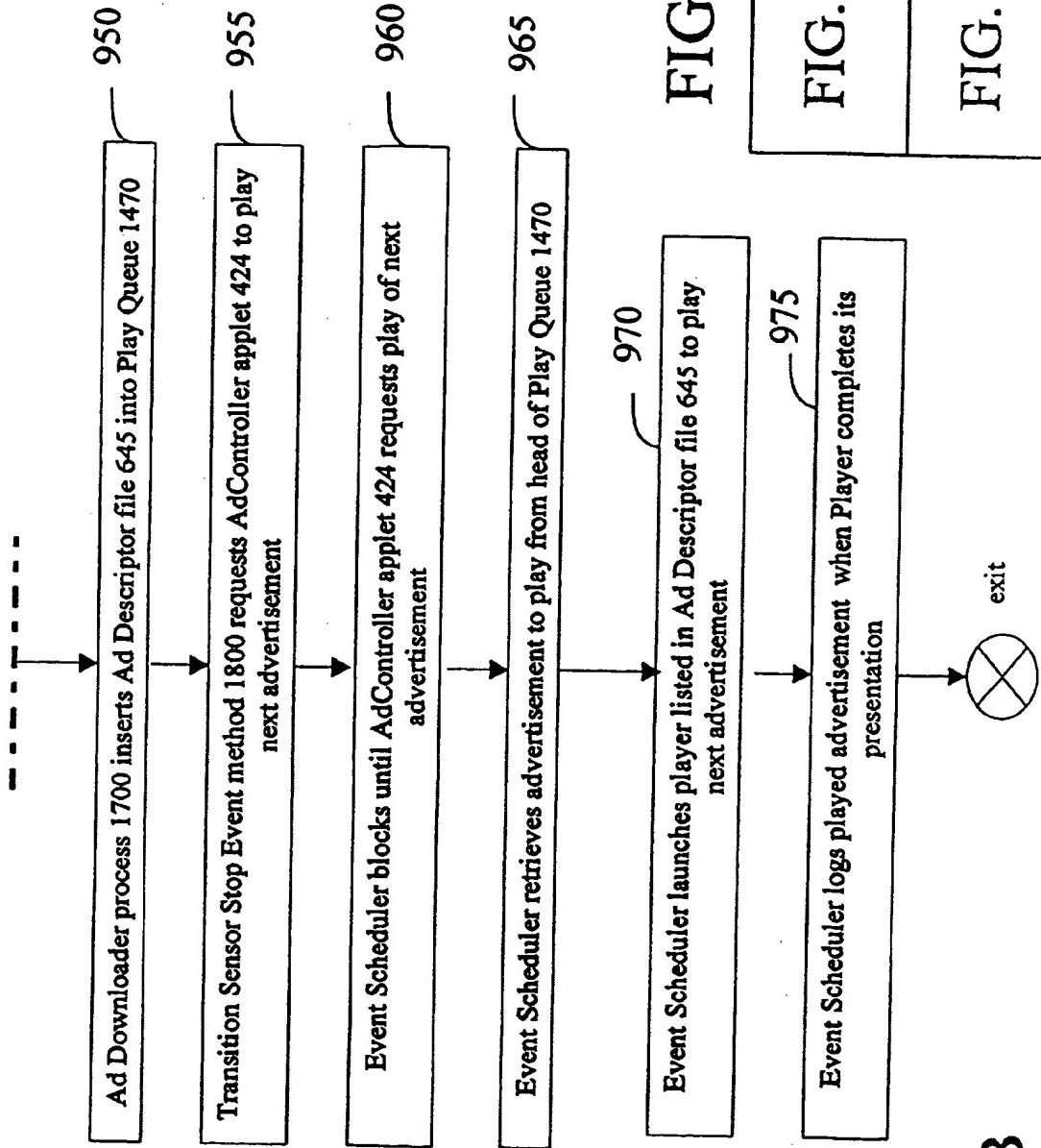


FIG. 9

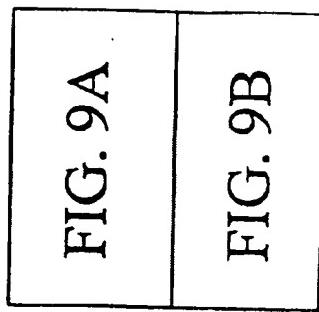
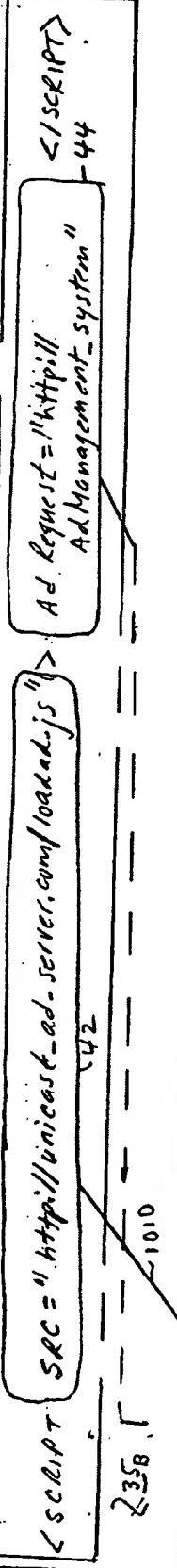


FIG. 9B

204

ADVERTISING TRAFFIC FROM AD SERVER

BROWSER
HTML
COMPLIANT
EXECUTION



VIA EXTERNAL JAVASCRIPT APPLET
 Ad Controller Applet is initialized
 into Browser Cache,
 Transition sensor is started, and
 Applet Registry is instantiated

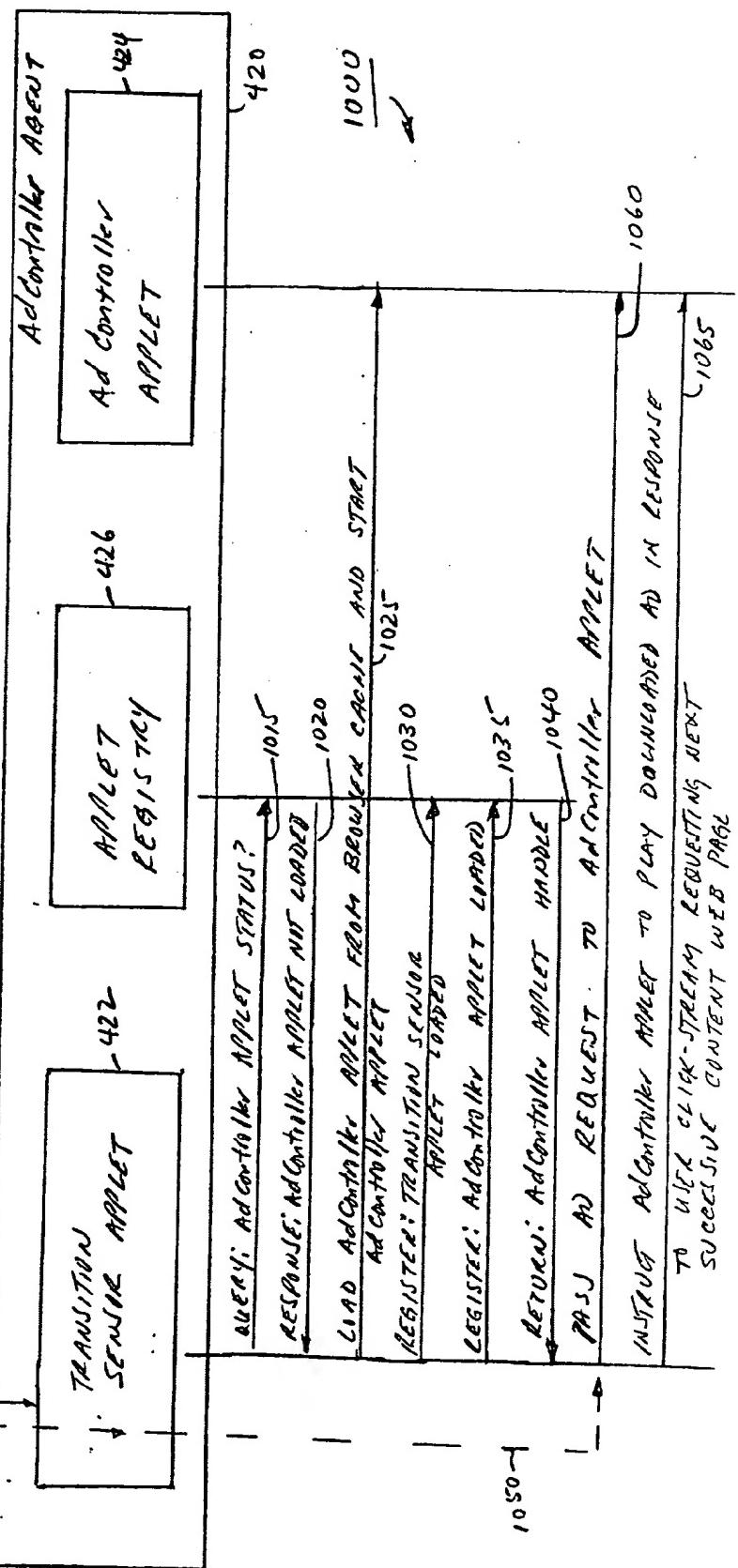


FIG. 10

FIG. 11

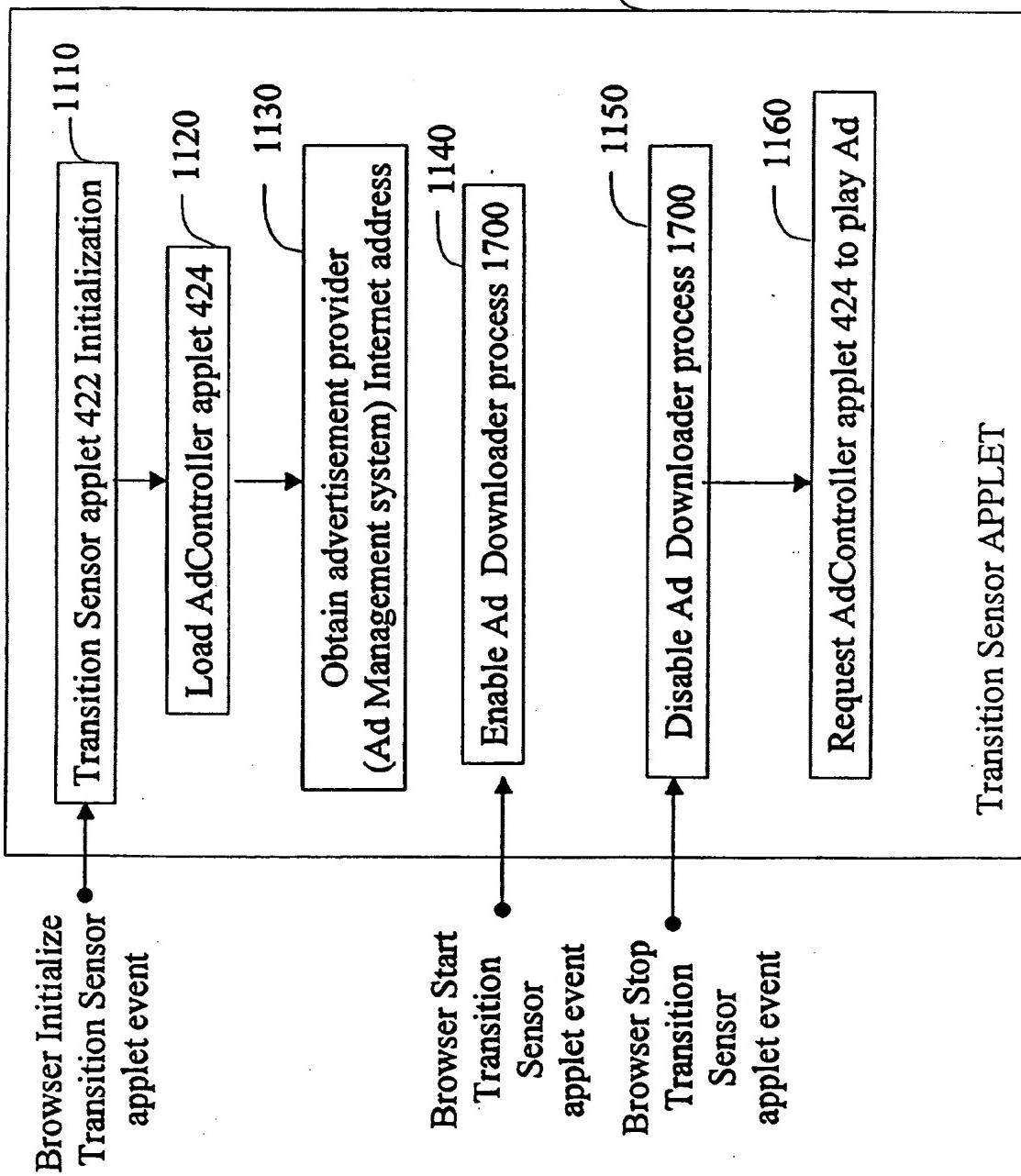
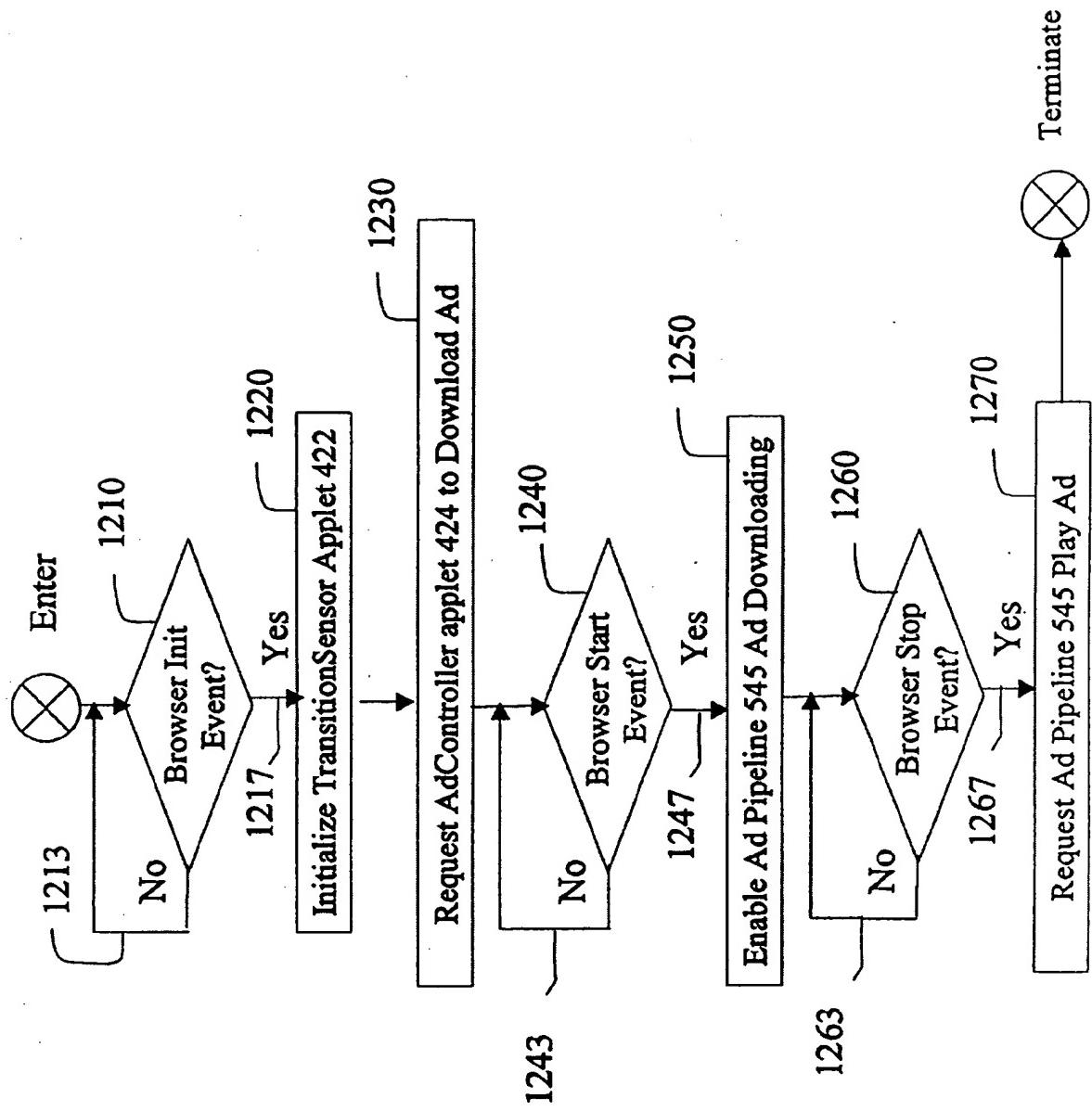


FIG. 12

**Transition
Sensor
APPLET
Processing**



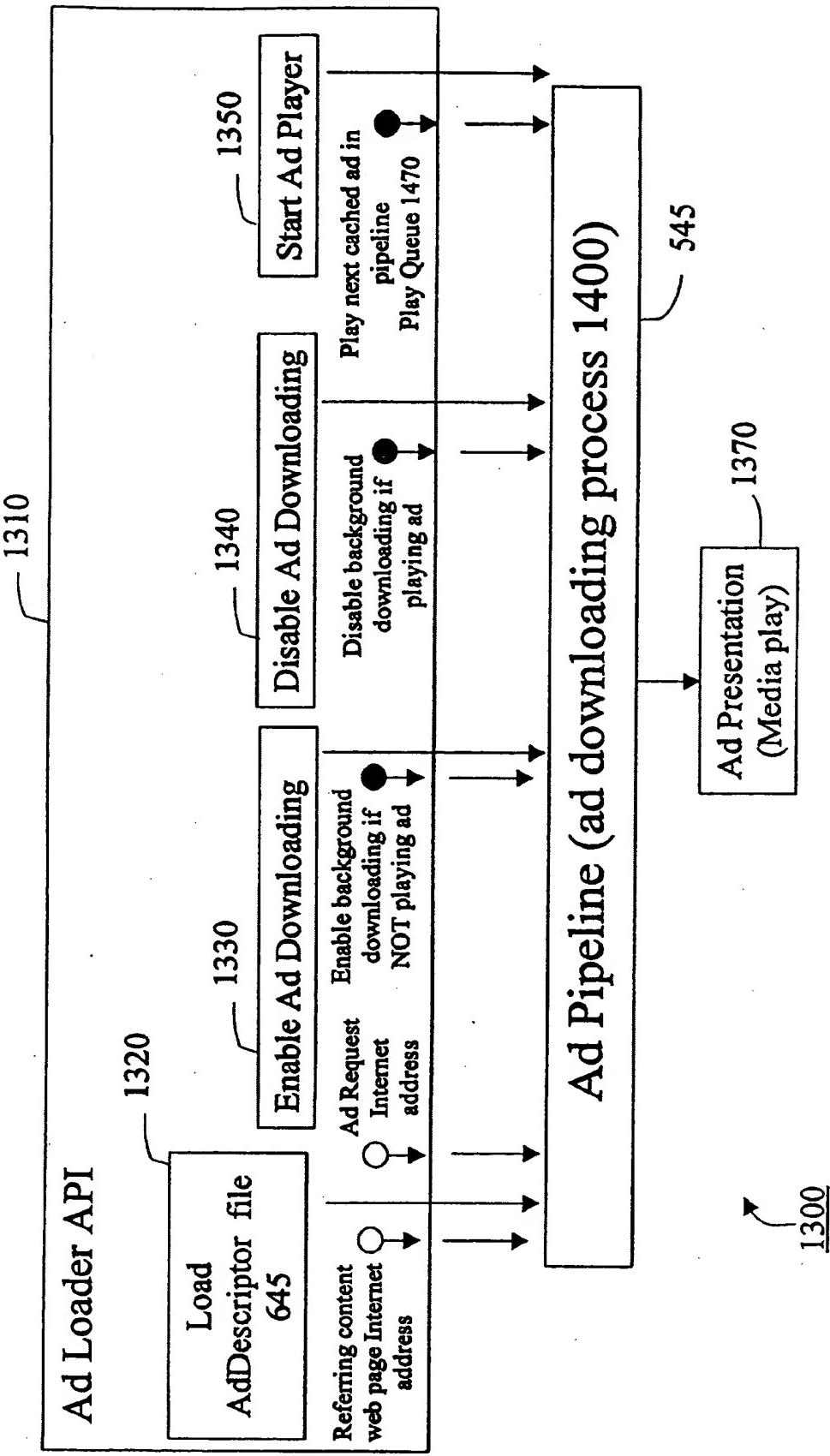
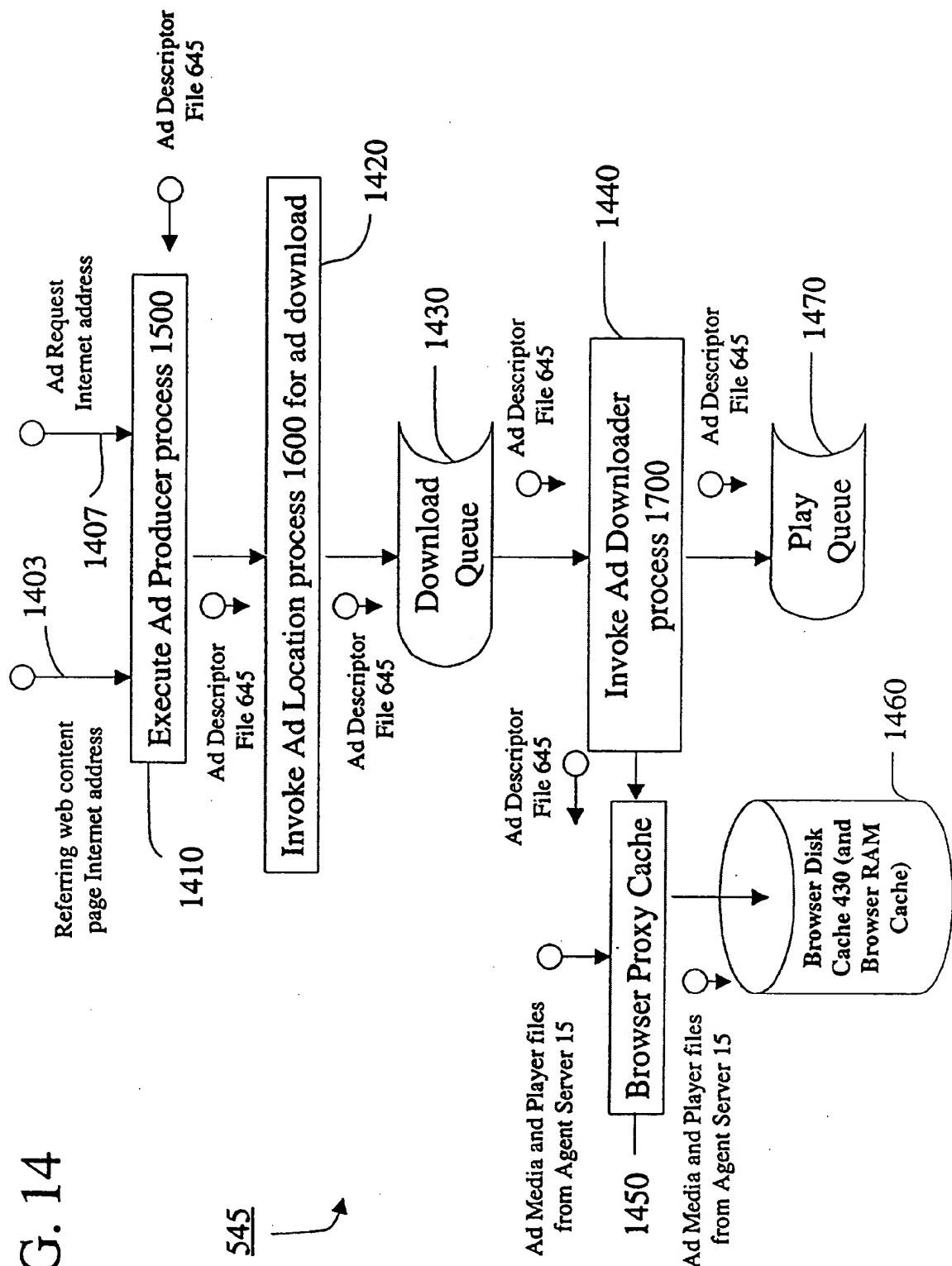


FIG. 13

FIG. 14



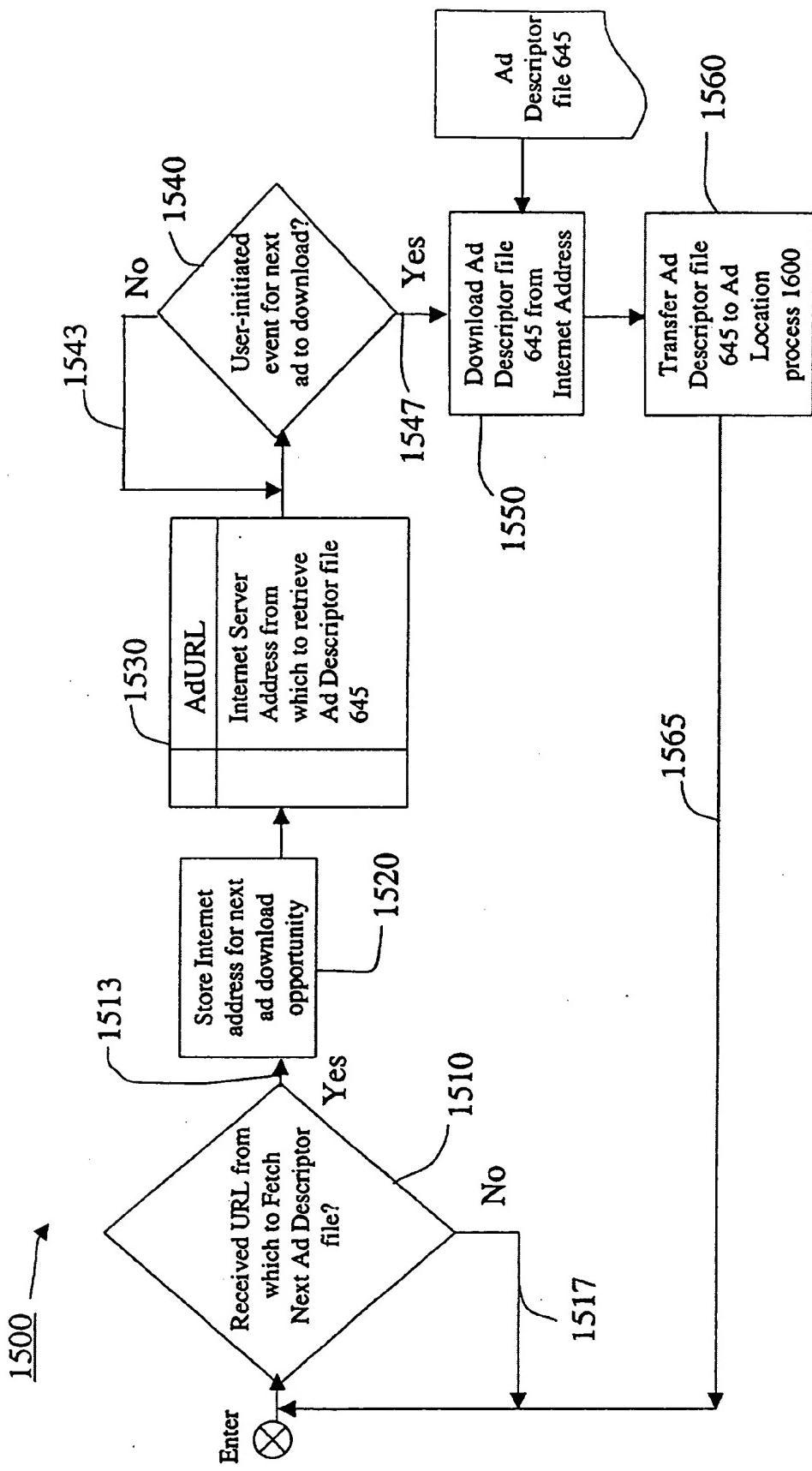
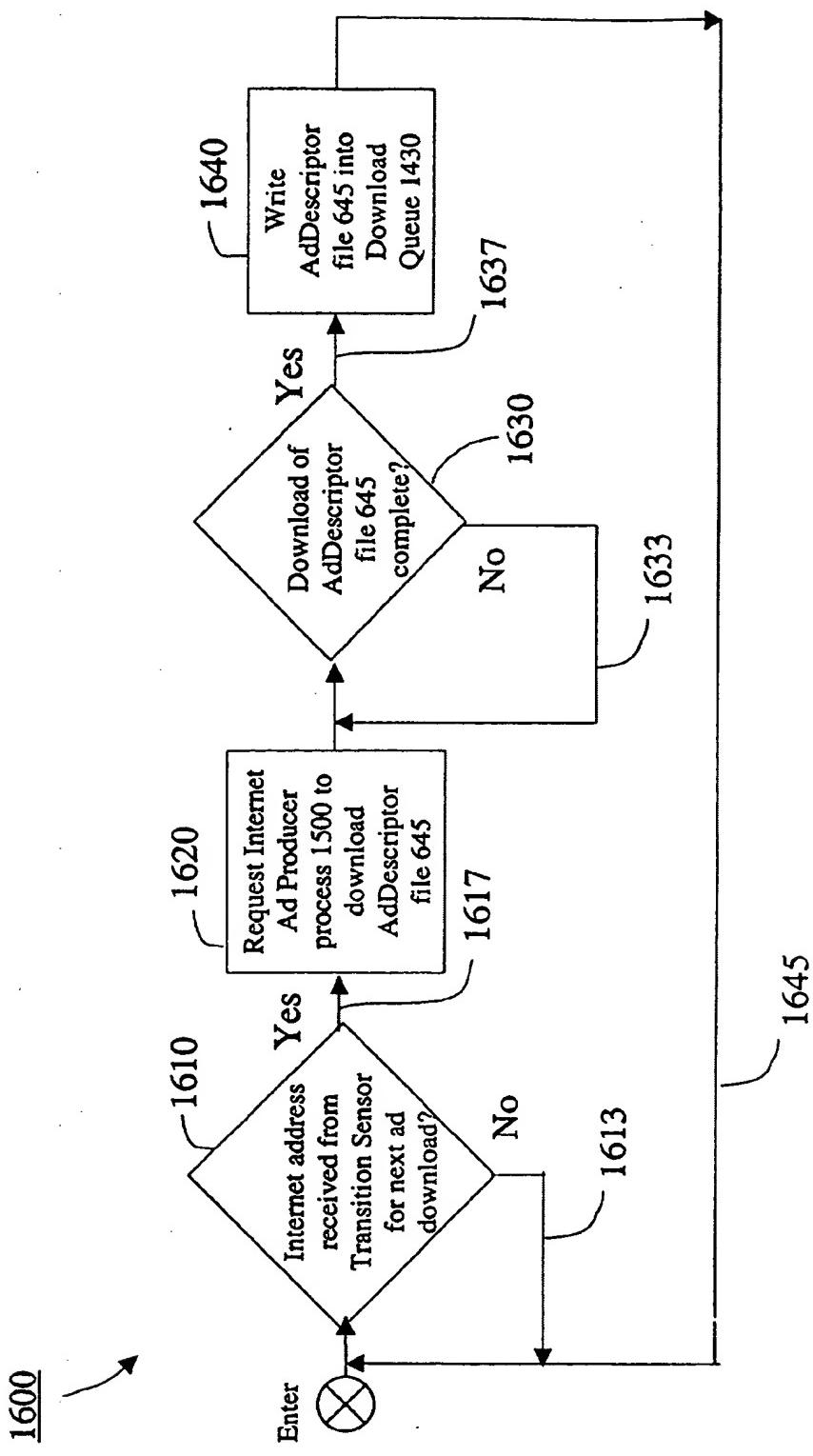


FIG. 15 - Ad Producer Process

FIG. 16 - Ad Location Process



1700

1710

1720

Get next Ad Descriptor file 645 from head of Download Queue 1430

Enter



1713

1717

Ad Descriptor file 645 available from Download Queue?

No

Download advertisement files to Browser Proxy Cache 1450; Transfer stored media files in Browser Proxy cache specified in Ad Descriptor file 645 to Browser RAM Cache

1747

All required advertising files specified in Ad Descriptor file 645 downloaded?

Yes

Move AdDescriptor file 645 from Download Queue 1430 to Play Queue 1470

1743

1740

1750

1730

FIG. 17 - Ad Downloader Process

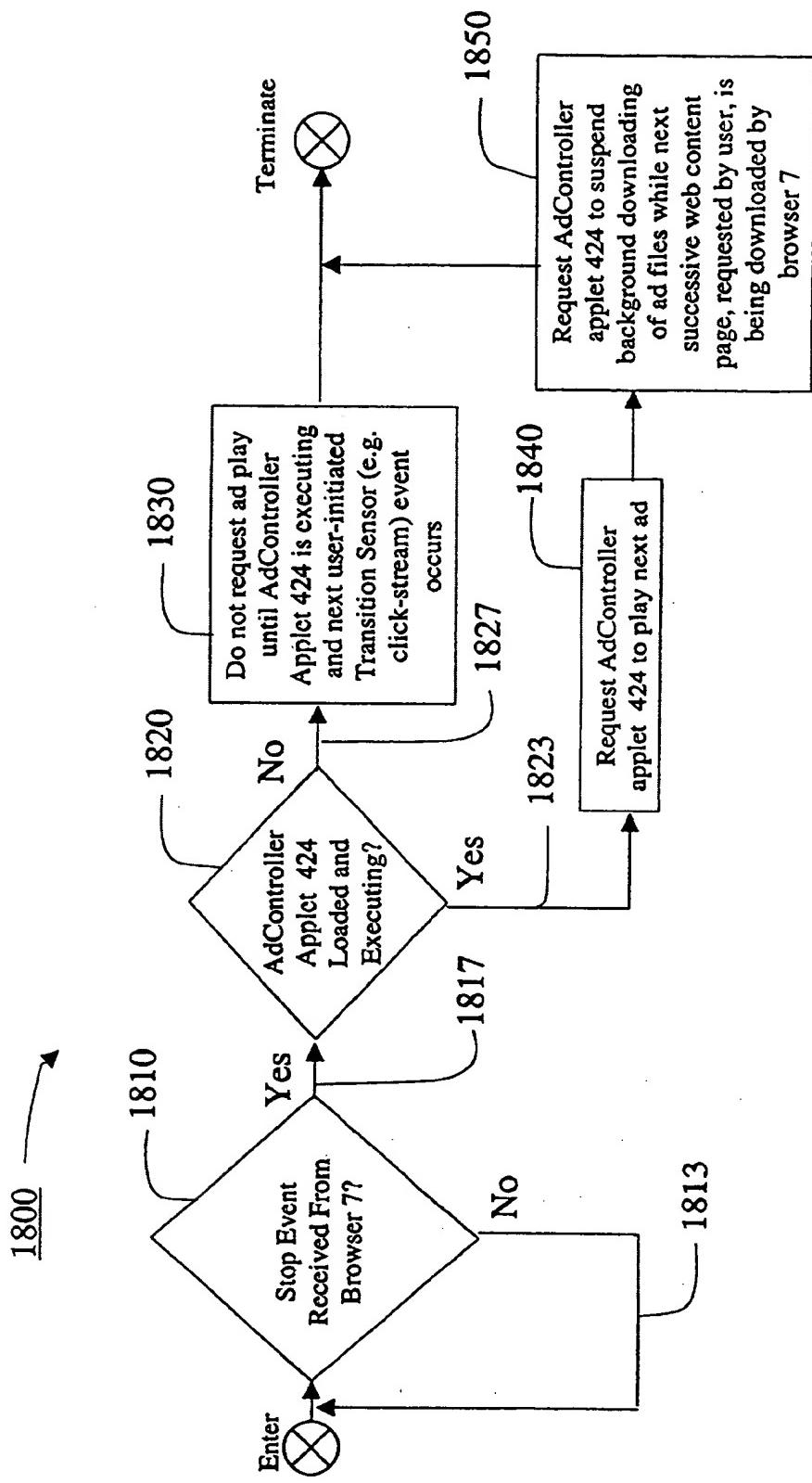


FIG. 18 - Transition Sensor Stop Method

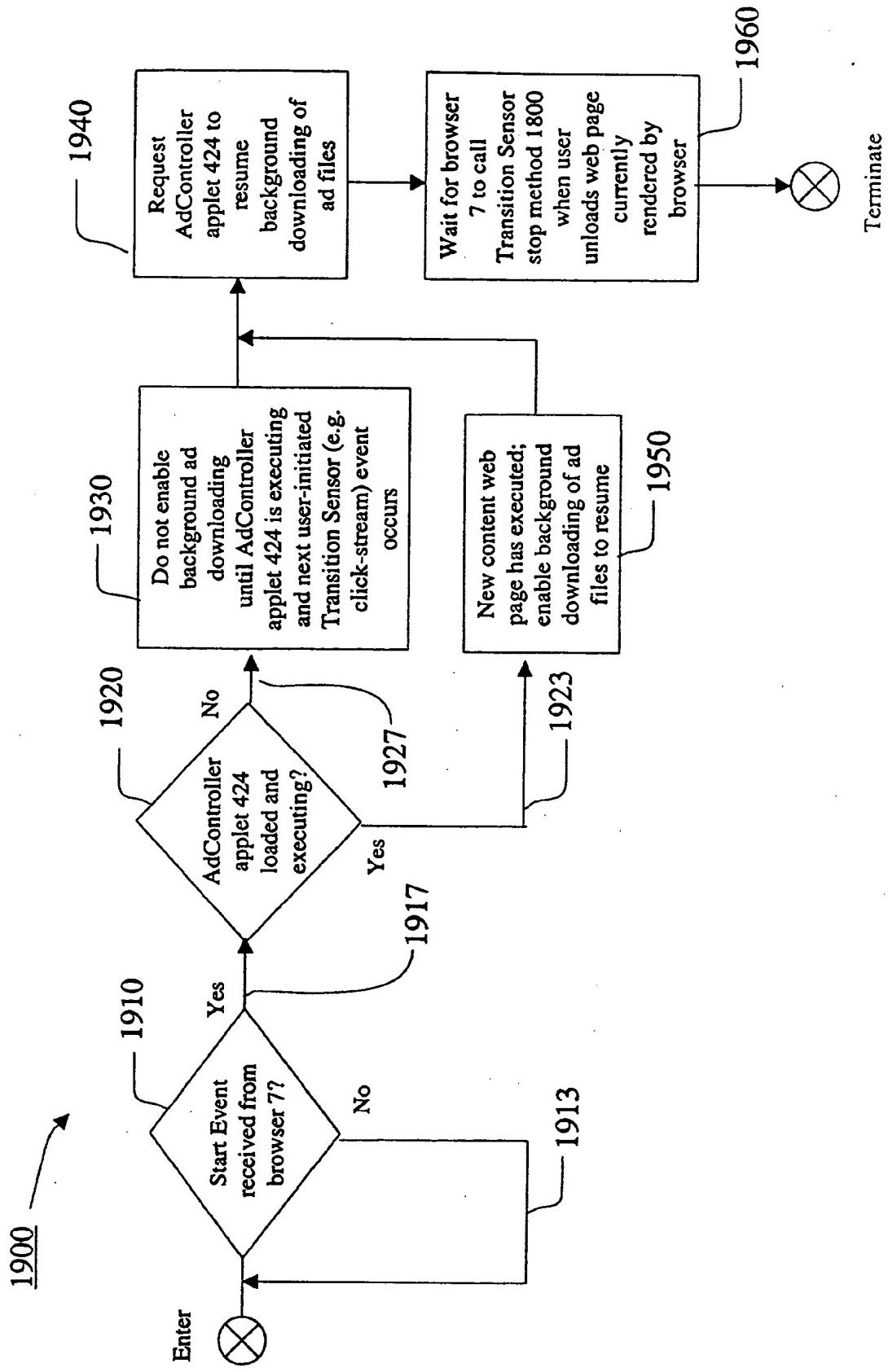


FIG. 19 - Transition Sensor Start Method

~ 2000

```
# Section 1 - Applet Player Java Class Configuration
playerName=AppletViewerPopup
playerClass=com.unicast.adcontroller.players.AppletViewerPopup

# Section 2 - Ad Java Classes Configuration
AppletViewerPopup.adAppName=ANM_AnimationLoaderApplet
AppletViewerPopup.adAppletClass=
com.pointcast.applets.AnimationApplet.ANM_AnimationLoaderApplet

# Section 3 - Player Execution Configuration
AppletViewerPopup.windowTitle=AdController PointCast Ad
AppletViewerPopup.playerRefreshRate=1000
AppletViewerPopup.allowExit=true
AppletViewerPopup.xPosition=50
AppletViewerPopup.yPosition=50
AppletViewerPopup.windowWidth=280
AppletViewerPopup.windowHeight=355
AppletViewerPopup.isResizable=false
AppletViewerPopup.secondsWindowIsOpen=180
AppletViewerPopup.secondsToOverlay=1
AppletViewerPopup.closeButtonLabel=Close
AppletViewerPopup.openButtonLabel=More Info
AppletViewerPopup.saveButtonLabel=Save
AppletViewerPopup.openURL=http://www.pointcast.com/

# Section 4 - Ad Applet Configuration

# A. Ad Applet DocumentBase
AppletViewerPopup.ANM_AnimationLoaderApplet.documentBase=
http://www2.unicast.com/~rlandsma/AdController/MacromediaApplet/

# B. Ad Applet Parameters
AppletViewerPopup.ANM_AnimationLoaderApplet.AdToPlay=deepsea.anm
AppletViewerPopup.ANM_AnimationLoaderApplet.AltImage=test.gif
AppletViewerPopup.ANM_AnimationLoaderApplet.MaxCycles=5
AppletViewerPopup.ANM_AnimationLoaderApplet.TargetURL=http://www.pointcast.com/
AppletViewerPopup.ANM_AnimationLoaderApplet.TargetFrame=_top
AppletViewerPopup.ANM_AnimationLoaderApplet.BorderWidth=2
AppletViewerPopup.ANM_AnimationLoaderApplet.BorderType=Standard

# C. Ad Applet MediaList
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList=new
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.size=2
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=deepsea.anm
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=animApplet.jar
```

FIG. 20 - ILLUSTRATIVE AD DESCRIPTOR
FILE CONTENTS
FOR A POINTCAST JAVA AD